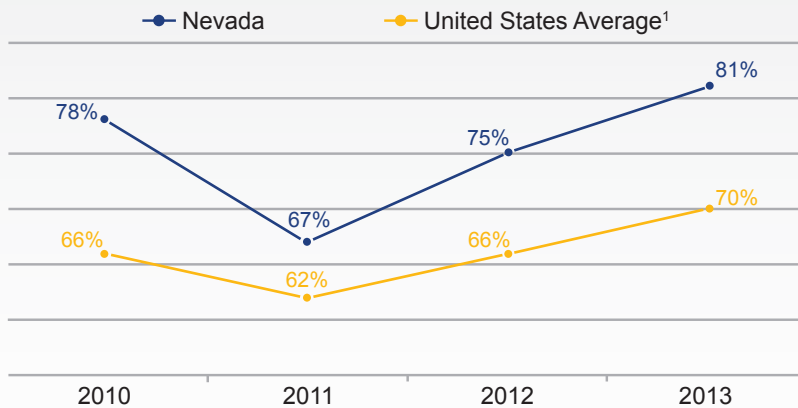




## Results from Connect Nevada's 2013 Residential Technology Assessment

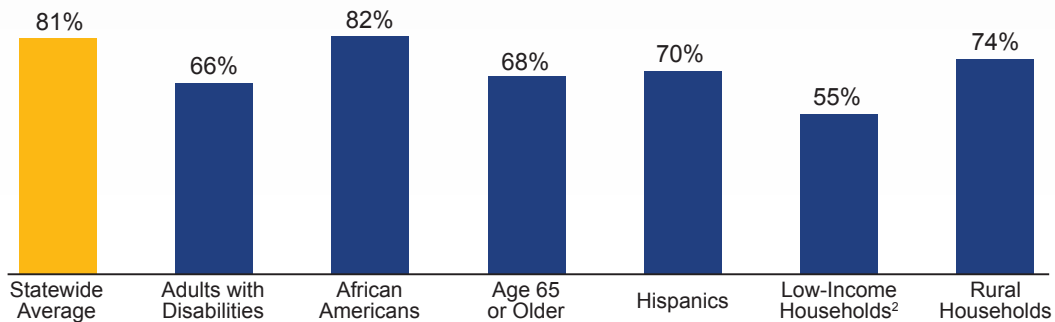
According to Connect Nevada's 2013 Residential Technology Assessment, 81% of households in the state subscribe to home broadband service, up from 78% in 2010.

### Trends in Home Broadband Adoption



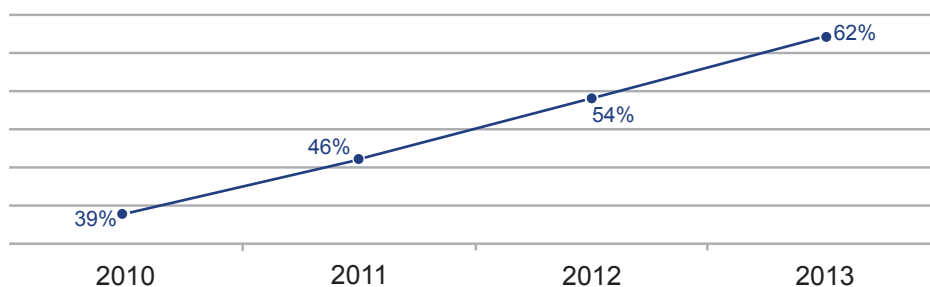
Home broadband adoption across the state varies across economic and demographic lines.

### 2013 Home Broadband Adoption Rates in Nevada



Mobile broadband usage has also grown in Nevada. More than three out of five Nevada adults (62%) use mobile broadband service, up from 39% in 2010 when Connect Nevada began measuring this trend.

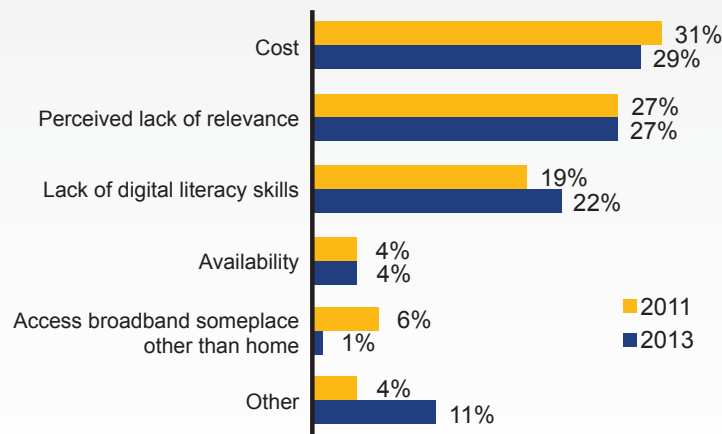
### Trends in Mobile Broadband Use in Nevada



Despite these upward trends, there is still much work to be done in Nevada.

Statewide, more than 188,000 households still do not subscribe to home broadband service. These Nevadans cite many different reasons for not subscribing, including cost, the belief that broadband is not relevant or beneficial to them, and a lack of digital literacy skills.

### Main Barriers to Broadband Adoption in Nevada (Among Those Who Do Not Subscribe)



In addition, Nevada’s schools, businesses, and families will benefit from increasing broadband adoption and usage:

- More than 87,000 school-age children in Nevada still do not have broadband access at home.
- More than 557,000 working-age adults in Nevada would need assistance with tasks that are often required by employers, such as creating a spreadsheet, going online from a mobile device, using a word processor, or sending an e-mail.
- More than seven out of ten non-adopters in Nevada (71%) say that it would be easier for them to shop, seek out healthcare information, or interact with government offices if they had Internet access at home.

Connect Nevada collected this information through random digit dial telephone surveys of 1,204 adult heads of households across the state. To ensure that the sample was representative of the state’s adult population, quotas were set by age, gender, and county of residence (rural or non-rural), and the results were weighted to coincide with United States Census population figures. This survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the National Telecommunications and Information Administration (NTIA). The SBI grant program was created by the Broadband Data Improvement Act (BDIA), unanimously passed by Congress in 2008 and funded by the American Recovery and Reinvestment Act (ARRA) in 2009.

You can read more about these surveys, as well as Connect Nevada’s efforts to increase broadband access, adoption, and usage across the state, by visiting our website at [www.connectnv.org](http://www.connectnv.org). You can also connect with us on [Facebook](#) or [Twitter](#).

1. National broadband adoption rates reported from the Pew Internet Project  
 2. “Low-income” households are those reporting annual household incomes below \$25,000